GOVERNMENT OF INDIA
TEXTILES
LOK SABHA

UNSTARRED QUESTION NO:850
ANSWERED ON:25.07.2003
COMPETITION WITH COUNTRIES IN HANDLOOM SECTOR
BHARTRUHARI MAHTAB

Will the Minister of TEXTILES be pleased to state:

(a) whether the Indian handloom has been facing competition with China and other South-East Asian countries in the international market;

(b) if so, the details thereof; and

(c) the remedial measures taken by the Government in this regard?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF TEXTILES (SHRI BASANAGOUDA R. PATIL (YATNAL)

(a) to (b) In the international market, the market segment is integrated in respect of Handloom and Mill-made products. In that sense, Indian handlooms, has been facing stiff competition in the international market from the powerloom and mill sector. Some of the major handloom items exported by India, particularly under the`home furnishings` category, are also produced by China and other South-East Asian countries in the powerloom and mill sector. Therefore, these Chinese products are available at more competitive prices vis-Ã -vis those produced by us in the handloom sector. However, the competition from the other South-East Asian countries is not as significant as that from China.

(c) The following remedial measures have been and are being taken by the Government to withstand the competition in the international market and to boost exports:-

a) Organisation of Buyer-Seller Meets in important markets abroad;
b) Participation in leading International fairs &exhibitions;
c) Upgradation of looms and imparting of technical know-how in various production processes such as weaving, dyeing etc.;
d) Development & diversification of the product range;
e) Dissemination of market intelligence and trade information through the Handloom Export Promotion Council.;
f) Availability of incentives to exporters under the different export promotion schemes such as Duty Entitlement Pass Book Scheme/Duty Drawback Scheme etc;
g) Technology Upgradation Fund to upgrade technology;
h) Supply of Hank Yarn at Mill Gate prices through theNational Handloom Development Corporation;
i) Financial assistance provided under the Handloom Export Scheme for development of exportable products and publicity & marketing thereof;
j) Updating of website at frequent intervals to update information to the buyers about the handloom products; and
k) Assistance to Handloom Export Promotion Council under the MDA Scheme for market promotion activities.